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Canada. Ministry of State for Fitness
and Amateur Sport

News Release

NEWS NEWS RELEASE

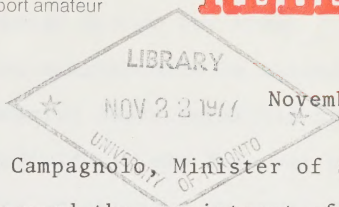


Minister of State
Fitness and Amateur Sport

Ministre d'État
Santé et Sport amateur

CHAIRPERSONS NAMED FOR MEETINGS ON GREEN PAPER

1977 - 160



November 14, 1977

OTTAWA - The Honourable Iona Campagnolo, Minister of State, Fitness and Amateur Sport, today announced the appointment of 16 chairpersons to conduct public meetings on the Green Paper entitled "Toward a National Policy on Amateur Sport". The report was tabled in the House of Commons on October 24.

The chairpersons and location of the meetings they will convene are Dr. Stewart Maddin, Vancouver; Senator Paul Lucier, Whitehorse; Wes MacAleer, Yellowknife; Donald McColl, Edmonton; Miss Pat Lawson and Murray Swayze, co-chairpersons for Regina; Dr. Henry Janzen and Garry Solar, co-chairpersons for Winnipeg; Dr. Maureen O'Bryan and Imre Szabo, co-chairpersons for Toronto; Dr. Claude Bertrand and Richard Pound, co-chairpersons for Montreal; Mrs. Jean Valentino, Fredericton; Jim Bayer, Halifax; Pius Callaghan, Charlottetown; and Dr. Douglas Eaton, St. John's.

The object of the meetings is to elicit discussion on all aspects of the Green Paper and the future direction of amateur sport in Canada. Views expressed to members of Parliament and those appearing in the media will also be considered. After a complete study of briefs and opinions is given to the Minister, a national policy on amateur sport will be presented to Parliament in the form of a White Paper.



The procedure followed at the public meetings will allow everyone an opportunity to present his or her views. In the first half of the meeting, up to five minutes will be extended to groups or individuals wishing to summarize their submitted briefs. In the second half of the meeting, individuals who have not presented a written brief will be given the opportunity to present their verbal comments on the Green Paper. A discussion period will follow where resource people from the Fitness and Amateur Sport Branch and sport governing bodies will be present to elaborate on topics of interest.

Groups and individuals wishing to make official presentations at the meetings or needing further information may write to Richard Paradis, Fitness and Amateur Sport, 365 Laurier West, Ottawa K1A 0X6 or telephone collect at (613) 995-3635.


Attached is a list of chairpersons and the schedule of meetings.

Ref.: Jean-Paul Charbonneau
Tel.: (613) 996-4510 Ext. 326

FITNESS AND AMATEUR SPORT BRANCH
Schedule of public meetings on the Green Paper
"Toward a National Policy on Amateur Sport"

* DIRECT SPORT COMMUNICATION *
OTTAWA (613) 995-3635 (RICHARD C. PARADIS)

DATES AND TIME	LOCATION	CHAIRPERSON(S)
November 22 8:00 p.m.	Hotel Newfoundland St. John's, Nfld.	Dr. Douglas Eaton, '77 Canada Games
November 22 8:00 p.m.	Hotel Vancouver 900 West Georgia St. Vancouver, B.C.	Dr. Stewart Maddin, Canadian Olympic Association
November 23 8:00 p.m.	Kirkwood Motor Hotel, 455 University Ave., Charlottetown, P.E.I.	Pius Callaghan, Journalist
November 24 8:00 p.m.	Lord Beaverbrook Hotel 659 Queen St. Fredericton, N.B.	Mrs. Jean Valentino, National Advisory Council
November 29 8:00 p.m.	Whitehorse Travelodge Second Avenue and Wood St. Whitehorse, Yukon	Senator Paul Lucier
November 30 8:00 p.m.	Explorer Hotel Yellowknife, N.W.T.	Wes MacAleer, National Advisory Council
December 1 8:00 o.m.	Holiday Inn of Halifax Centre 1980 Robie St. Halifax, N.S.	Jim Bayer, Acadia University
December 5 8:00 p.m.	Holiday Inn 350 St. Mary's Winnipeg, Man.	Henry Janzen, National Advisory Council and Garry Solar, Sports Federation of Canada
December 6 8:00 p.m.	Holiday Inn 777 Albert St. Regina, Sask.	Murray Swayze, Sports Federation of Canada and Ms. Pat Lawson, National Advisory Council
December 7 8:00 p.m.	Holiday Inn 107th St. and 100th Ave. Edmonton, Alta.	Donald McColl, Commonwealth Games (Edmonton '78)
December 8 8:00 p.m.	Holiday Inn 89 Chestnut St. Toronto, Ont.	Dr. Maureen O'Bryan, Sports Federation of Canada and Imre Szabo, Canadian Olympic Association
December 12 8:00 p.m.	Queen Elizabeth Hotel 900 Dorchester Blvd. W. Montreal, P.Q.	Dr. Claude Bertrand, National Advisory Council Dick Pound, Canadian Olympic Association
January	Ottawa, Ont.	Details to be determined



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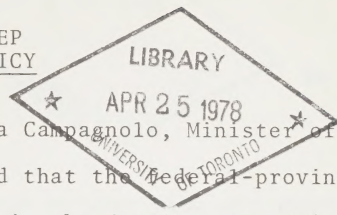
Minister of State
Fitness and Amateur Sport

Ministre d'État
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SPORT CONFERENCE A MAJOR STEP
TOWARD A NATIONAL SPORT POLICY

1978 - 55

April 11, 1978



OTTAWA - The Honourable Iona Campagnolo, Minister of State, Fitness and Amateur Sport, announced that the federal-provincial conference on sport will be held April 13 in the Hotel Quatre Saisons in Montreal.

Chaired by the Honourable Iona Campagnolo, the meeting of the sport ministers will be the first of its kind in Canada. It will mark the first time that one has been chaired by a federal minister whose sole responsibilities are fitness and amateur sport.

Main items for discussion at the one-day meeting are the federal government's Green Paper entitled "Toward a National Policy on Amateur Sport", the recently completed report of the Evaluation Committee of the Canada Games Council, fitness and physical recreation and the Commonwealth Games.

Also up for discussion are a provincial paper on the delineation of responsibilities in recreation between the two levels of government and procedures to be followed in federal-provincial consultations. Elite sport and research activities by all sports departments have also been included on the agenda.

"I am looking forward to a full and informative dialogue on the Green Paper", Mrs. Campagnolo said. "I consider this meeting with my provincial counterparts as an essential step in the development of our national policy".

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NEWS RELEASE



1979 - 25

March 12, 1979

EMPLOYEE FITNESS PROGRAM YIELDS RESULTS

TORONTO - Can a country where 30-year-olds are reminded that their fitness levels equal those of 60-year-old Swedes, where industry loses 97.5 million days a year -- \$4.9 billion -- to absenteeism develop a program to raise the fitness level of its employees, improve their attendance and increase their productivity? Canada is trying.

Three times a week, for the past year, employees of the Canada Life Assurance Company in Toronto have journeyed to the basement of their downtown office building to participate in an experimental employee fitness program. The Honourable Iona Campagnolo, Minister of State, Fitness and Amateur Sport, the Honourable Martin O'Connell, Minister of Labour and company president Edward H. Crawford discussed the results today at a news conference and demonstration.

The preliminary results show improvement in a number of fitness measurements including maximum oxygen intake, body fat and flexibility and a reduction in absenteeism with some separate and independent increase in productivity.

Prompted by a recommendation from the 1974 Employee Physical Fitness Conference, the Fitness and Amateur Sport Branch and Loto Canada contributed \$250 000 to the implementation of a model program and an assessment of its effects on a large business or industry. The study began in the fall of 1977 and concluded in August 1978.

The Canada Life Assurance Company was selected as the experimental group while a few blocks away employees at the North American Life Assurance Company acted as the control subjects. Some 1125 employees participated in at least one phase of the research with over 500 Canada Life employees taking part in each of three 10-week fitness programs.

With funding and professional assistance from the Fitness and Amateur Sport Branch, the Toronto YMCA was contracted to operate a model program developed by the Branch while the University of Toronto received a research contribution from the Branch and Loto Canada to study the effects of the program.

Information on fitness levels, absenteeism, worker satisfaction, productivity and health experience was obtained from all research participants prior to the start of the fitness program and again at its conclusion.

While positive changes were noted in most areas for all research participants (due in part to the awareness factor created by the project), significant changes were only recorded by high level participants. (This group attended all sessions of the fitness program consistently.)

Their physiological post-program results showed

- 1) significant improvement in maximum oxygen intake
- 2) significant reduction in body fat, especially for female participants
- 3) significant improvement in body flexibility.

In addition their absenteeism rate declined -- 20.8 per cent relative to both the control group and low level participants in the experimental company -- and they reported significant gains in their attitudes towards health, exercise and their understanding of their own health. This attitudinal change was not noted in other groups.

Management's response to the project and its results has been enthusiastic and encouraging. Canada Life hired staff at the conclusion of the study and with trained volunteers from their own employees are now continuing to operate the program. North American Life has built facilities to implement a program of their own using trained volunteers and staff. As for the thousands of other businesses and industries across the country, project officials are hopeful that many of them will be similarly encouraged to establish fitness programs for the mutual benefit of company and employee.

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